

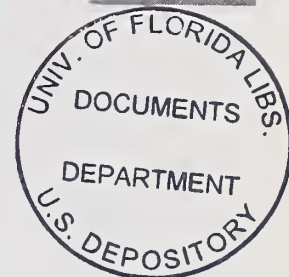
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September 1959



# Recruiting

JOURNAL OF THE UNITED STATES ARMY



## Enlistment Eligibility Control Now in MPPD-TAGO

Memorandum 23, Headquarters, Department of the Army, Office of The Adjutant General, Washington 25, D.C., dated 4 August, 1959, transfers the operational control of the functions performed by the Enlistment Eligibility Branch, U. S. Army Records Center, St. Louis, Missouri, from the Chief, Administrative Services Division to the Chief, Military Personnel Procurement Division. However, the mission of the Enlistment Eligibility Branch will remain unchanged, and all correspondence relating to individuals requiring waivers to reenlist in the Army, or requiring grade determination upon reenlistment in the Army, should be addressed through the *Commanding Officer, U. S. Army Records Center, 9700 Page Boulevard, St. Louis 14, Missouri, ATTN: AGAR-DW, to The Adjutant General, Department of the Army, Washington 25, D.C.*

Some individuals continue to report personally to offices in the Department of the Army requesting waivers to reenlist in the Regular Army. In addition, an increasing volume of correspondence is received, either directly or through the Executive and Legislative Branches of the Government, from individuals who require waivers to reenlist in the Army, or require grade determinations upon reenlistment in the Army.

Upon questioning the individuals who report personally, and in reviewing the correspondence received, it is evident that recruiting personnel in the field have advised the individuals to go to The Adjutant General's Office in Washington to obtain waivers or grade determinations, or to communicate with their congressmen for a solution to their problems. In many instances the individuals have been informed that direct communication with the Department of the Army or the Executive or Legislative Branches of the Govern-

ment would hasten a decision in their cases.

Communication with the Department of the Army either directly or through other governmental agencies delays rather than expedites the final decision on the questions raised by the individuals. Procedures for requesting waivers and grade determinations are set forth in AR 601-210. A review of the cited regulation will show

that in most cases additional information must be obtained from field establishments of the Army before final decision can be made. In many instances field commanders have the authority to make the final decisions. Compliance with this regulation will eliminate inconvenience and unnecessary expense to individuals concerned and expedite a final decision in each case.

## Now Is The Time To Talk Schools

This is the month when most of young America will turn its steps toward the schoolhouse. Public and private schools from Maine to California to Alaska and Hawaii will open their doors to the thousands who will go in quest of knowledge.

The Army fully supports the Nation's school program, and firmly believes that all who can should get the best education possible. Recruiters should emphasize at all times the Army and DOD policy of "Stay in School and Graduate." But for those who will be unable to continue in school, there are many Army specialist schools that are available for those qualified.

In these schools, soldiers study many specialties, from cooking to atomic energy, from the simplest to the most technical and complicated professions.

The men who complete their training will derive far-reaching benefits. Every specialty that is learned in the Army has commercial value, and may be capitalized upon later if the man should return to civil life.

Right now is a good time for recruiters to begin talking about Army schools to prospects for enlistment; many of the brightest men who are enlisted in September will be permitted to enter an Army specialist school after basic training.

The instruction given not only provides the finest training offered anywhere, but also provides the Army with the urgently needed skills it must have to perform its complex and vitally important missions.

The recruiter should feel no hesitancy in recommending the Army's technical schools in the highest terms. The instruction given is thorough because the instructors are competent, practical, and experienced in the subjects they teach. If the student in the military school will apply himself with the same seriousness which characterizes students in civil life, he may expect to achieve results equally as concrete and lasting.

It is impossible to enumerate here any of the subjects which may be studied in the Army; this information is available in Army Pamphlet 20-21 (Army School Catalog).

Many Army specialist school graduates hold down executive and technical positions in civil life. They studied the profession in Army schools and perfected their techniques while in the service. And best of all, Army schools have no tuition fees; there are no expenses for board; and there is a very good stipend coming while soldier-students are attending these schools.



# did you know?

by the editor . . .

THE FIRST RECOGNIZED DEED THAT later won an Army Medal of Honor was performed by 1st Lt Bernard J. D. Irwin, an assistant surgeon. The deed for which he was given the Medal took place before the Medal of Honor had been created. It happened on February 13-14, 1861, before the outbreak of the Civil War, in the region which is now the State of Arizona.

The Chiricahua, one of the Apache Indian bands, had carried off a boy, the son of one of the few frontier families to gain a foothold in the region, during one of their cattle raids. Sixty men of the 7th Infantry were ordered to rescue the boy and the cattle. The commanding officer of the group, Lt George N. Bascom, demanded that the boy be turned over to him and was refused. Bascom determined to hold Cochise, chief of the Chiricahua, and others as hostages, but Cochise made a bold dash and escaped.

A message was sent to Fort Breckenridge reporting the situation. At Breckenridge, it was decided to send a relieving party of 14 picked infantrymen to aid. Irwin, assistant surgeon at the Fort, knowing that some of Bascom's men were wounded, volunteered to lead the party. The party went through a heavy snowstorm and relieved Bascom's party which was under attack. After the wounded were attended, the village of Cochise was found and destroyed.

It was not until January 24, 1894, that the then Colonel Irwin was awarded the Medal of Honor for this deed. The citation given him stated that "he voluntarily took command of troops and attacked and defeated the hostile Indians he met on the way" in his mission to rescue Bascom's command.

Though the first Army Medals of Honor were given to six soldiers in a joint ceremony on March 25, 1863, for their actions in a "cloak-and-dagger" mission against the South, the first heroic action that won the Medal of Honor was by 1st Lt Bernard J. D. Irwin.

## Recruiting

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## Direct Dialing

Out-of-townners can now dial directly to individual telephone extensions in the Pentagon or to offices connected with the Pentagon switchboard. First dial 202, which is Washington's long distance code number; then dial OXford and the extension you want. The call will bypass the Pentagon switchboard and get you the extension directly.

For example, if you want the Chief, MPPD-TAGO, whose extensions are 52230 and 52588, you can dial them directly by using the letters OX before the number after you have dialed 202.

If you don't know the extension number, you can still call the main switchboard (Liberty 5-6700) and ask the operator.

Educational Liaison & Training	53489
Statistical Section	55024
AFI&E Branch	53892
Publicity Branch	71590
Recruiting Branch	52848

## On A Business Basis

Before a big business concern completes a sale and delivers its goods it investigates the financial standing of the prospective customer. The Regular Army is not concerned with the amount of money possessed by its applicants for enlistment; the military service has as much to offer the poor boy as it extends to the youth in more fortunate circumstances.

The rule observed by commercial houses in discovering the standing, or credit, of buyers is, however, applicable to recruiting. Every man on recruiting duty, before completing his "sale," should endeavor to learn the prospect's mental, physical and especially moral standing in the community.

Army Regulations in the 601 series are the "Dun and Bradstreet" of the Recruiting Service. Our prospective buyers (applicants) should be judged by ratings quoted in those regulations.

## Color TV Clips

MPPD-TAGO has received a few requests from RMS's for color television clips. There are several "drawbacks" to making these clips in color; first, limitation of the budget and high cost of color make them prohibitive. Second, color clips would not reach the public with the coverage that black and white has. And third, MPPD-TAGO must strive to achieve "the greatest good for the greatest number," and that means that television clips must be printed in black and white.

## Can You Qualify?

The Army has distributed a new directive on appointment of commissioned officers in the Regular Army reemphasizing that major commanders are authorized to recommend outstanding enlisted men, enlisted women and warrant officers for direct appointment as RA second lieutenants.

The directive, AR 601-100, 15 June, 1959, also lists 153 technical specialties, ranging from physics, chemistry and cartography to economics, nutrition and photography, in which RA commissions are currently being offered.

The regulation sets forth the statutory authority, general policy, eligibility requirements, special criteria, administrative procedures, and method of submission of applications.

It covers applications for commissions by distinguished graduates of Army OCS and WAC Officer Basic Course, officers on active duty, former RA officers and Reserve Component Officers not on active duty, and Obligated Tour Officers as well as by enlisted men, enlisted women, warrant officers and technical specialists. It also outlines procedures for direct appointment of college graduates.

Today, more than ever before, the Army is encouraging soldiers with ability and determination to set their sights on service as a commissioned officer.

How about you? Can you qualify? Check the new directive and see!

## Army Information Digest

A recent change in *Army Information Digest* distribution allows commanders to request sufficient copies to permit prompt circulation (DA Cir. 310-72, dated June 18, 1959).

As the official U. S. Army magazine, the *Digest* provides authoritative and timely information on policies, plans, operations and technical developments of the Army to the Active Army, Army National Guard, and Army Reserve. Furthermore, you will find the *Digest* useful in recruiting activities. Therefore, all recruiting stations are urged to request enough copies to meet their requirements. Requisitions should be submitted through normal publication channels.

WHEN CHANGING ADDRESS, please give us both your OLD and NEW addresses. If you wish to discontinue receiving publication or wish to increase number received, make your request to address shown in Flag on this page.



# Nine Take Oath Under 49 Star Flag

The July 4th official unfurling of "Old Glory," with a new star for the state of Alaska, was an historical event for our nation. However, the official hoisting of the flag in Daytona Beach, Florida, bore an additional significance when nine recent graduates of Mainland High School of Daytona Beach were sworn into the U. S. Army by Maj George W. Clark, Jr., CO, USARMS, Jacksonville, Florida.

Major Clark, one of the principal speakers prior to the "Historic Flag Raising," told approximately 400 beachcombers, civic and military officials and relatives of the new recruits, "These will be the first men of our state to be sworn into the military services, and unless someone has worked very fast, the first in our nation to repeat the Oath under the 49-starred flag."

This ceremony was arranged by the local Army recruiter, SFC George L. Findley, in cooperation with the Daytona Beach Jaycees, Mr. Kermit Coble, president, who are sponsors of the entire "Dixie-Frolics," and coordinated through the office of Florida Governor Leroy Collins and United States Senator George Smathers, to insure that it would be officially the first such event in Florida, in Dixie, and probably in the United States.

At exactly 0900 hours, with right hands over their hearts, these nine young men looked upward as the new 49-starred flag

rose slowly over the sandswept beaches of Daytona. This was followed by Major Clark administering the "Oath of Enlistment" to Florida's newest Army privates, as officials, relatives and sweethearts looked on.

Admiral Harold Beisemeier (USN-Ret.), the other principal speaker preceding this history-making event, told the onlookers, "This flag, which we honor and under which we serve, is the emblem of our unity, our power, our thought and our purpose as a nation." He added, "Let us remember that today, as we sew another star to its field of blue, this banner has from its birth of 13 stars, witnessed great history, has floated on high as the symbol of great events, of a great plan of life, worked out by a great people."

The Jacksonville RMS, in strong support of the South's most highly celebrated beauty pageant, "The Dixie-Frolics," through cooperation of Third U. S. Army Recruiting District headquarters, displayed one of the Third U. S. Army's "Missile-Bus" exhibits. This exhibit attracted thousands of persons during this week of festivity. The bus features an 8-foot shell of the "Dart" missile, a German V-2 rocket replica, a model of the "Honest John" and miniature models of various other missiles with the center of interest to all viewers being the JUNO II exhibit, featuring a

detailed replica of the gold plated payload of the recent "moon probe" launched by the Army in its Pioneer IV project at Cape Canaveral, a few short miles from Daytona Beach.

In addition, Third U. S. Army's famed "Circle-A-Wranglers" were on hand to entertain on five different occasions the thousands of persons on hand for this event. The RMS furnished a 37-passenger bus as the official vehicle for the "Miss Dixie" contestants with the Jacksonville RMS area WAC recruiter, Sgt Alene Weeks, on hand throughout the week as the official military chaperone to the contestants.

Mr. George Toney, Jaycee general chairman of this event commented, "In years past we have always had military participation in this event, however, never before has there been a more carefully planned effort on the part of any of the services that have participated." He added, "We, the people of Daytona Beach are thankful for your efforts and now we have a soft spot in our hearts more than ever for the Army. As a matter of fact, it was so superb that we have great plans for your services during the 1960 pageant."

An estimated 75,000 persons witnessed the Army's participation in addition to the millions who viewed it on various television sets throughout the South.



OATH OF ENLISTMENT is administered to nine young men in Daytona Beach, Fla., by Maj George W. Clark, Jr., CO, Jacksonville USARMS, to climax this history making event, as SFC Findley stands by with the enlistees. Witnessing this event with approximately 500 beachcombers is Mr. Kermit Cable (foreground), president of Daytona Beach Jaycees.



GIRLS... GIRLS... GIRLS... and pretty ones at that. Twenty of the South's prettiest belles rode this U. S. Army bus furnished by the Jacksonville USARMS. WAC recruiter Sgt Alene Weeks was on hand throughout the entire week as the "official military chaperone" to the contestants. Hundreds of news releases connected the Army Recruiting Service with the "Dixie-Frolics" 1959.

# There's More to Motivating Salesmen Than Money

**Money alone cannot develop inspirational leadership in salesmen. It is only one motive which stimulates them to greater effort. Here is a check list of seven additional basic motives that should be considered in bringing compensation plans to life.**

By WILLIAM L. BURTON  
Vice President in Charge of Sales  
Maritz Sales Builders

(Reprinted from *Sales Management*, July 3, 1959, by special permission. Copyright, by Sales Management, Inc., 1959.)

Assume that you have just announced a new compensation plan, a plan as fine as any offered in your industry.

What should you expect from it?

I hope you are not expecting wonders, for this is what will actually happen: Your salesmen will be appreciative and you will hear fewer complaints for they, as well as you, will realize that the plan is more equitable and the salesmen producing the most profitable business will be the big earners.

Your big producers, as in your previous compensation plan, will continue to be your big producers; your average producers will stay average, and your low producers will continue to be low producers. Each of your salesmen will be motivated by your new compensation plan only to the degree that he is motivated by his desire for personal gain—no more, no less.

Your compensation plan and your other job inducements are simply the terms you offer your salesmen. If your motivation stops with such terms, then I submit that there is no cause to complain about the degree of effort and interest that is forthcoming from your salesmen. . . .

Every move, every decision your salesmen make is actuated by some motive. In building your motivational program, I suggest that it be built around the eight basic motives that stimulate salesmen to expend greater effort:

1. Personal gain (money, power, prestige).
2. Desire for praise and recognition.
3. Avoidance of monotony and boredom.
4. Pride (job satisfaction).
5. Fear and worry.
6. Desire to be needed.
7. Love of family.
8. Conscience (obligation to others).

Now I lay no claim to being a psychologist so I'll confess here and now that this list of motives has been approved by five psychologists. It should be obvious from this confession that I am not at all averse to using the same sources our brethren in the advertising field use in getting scientific information for motivating the consumer.

These motives provide the desire and the "want to" that develop the action that brings success. They are the motives that bring your compensation plan to life. They are the motives that offer the challenges that will keep your sales organization reaching for every goal you establish. They are the guide posts for your motivational program and the tools for your sales management team for personal inspirational leadership.

Before discussing them briefly, let me point out that they, similar to so many other things in life, present mixed blessings. While all of these motives may be used effectively in your motivational program, do not overlook the fact that these same motives are, at the same time, providing tremendous competition for your salesmen's time and effort in off-the-job activities.

**Desire for personal gain:** When it is the dominant motive, it should keep approximately 25% of your sales organization working well above your average performers. These are the salesmen who will take full advantage of your compensation plan and who will receive additional stimulation from the awards offered in your motivational program. These same money-hungry fellows are also stimulated by other motives, but to a lesser degree.

**Desire for recognition and honor:** At one of my ports of call I have for years

been stopping at what could be termed a second-rate hotel, simply because every time I pick up the telephone in my room a telephone operator will ask, "What can I do for you, Mr. Burton?" Being over a thousand miles from home, how good it sounds to hear your own name. Whose name looks best to you in print? When looking at a group picture, whose mug do you look for first? Recognition . . . my, my, how we all love it! For praise and recognition the ladies in our lives keep our homes attractive, feed us well and wear those perfectly ridiculous hats. For praise and recognition men get themselves beaten into a pulp playing a game called football . . . run a mile in less than four minutes . . . pole vault over 15 feet . . . high jump seven feet . . . scale the highest mountains.

This motive, if used freely in your motivational program, will keep your sales organization reaching for new highs to obtain your objectives.

**Avoidance of monotony and boredom:** There has to be a reason for the average and below-average salesman to be such an authority on all forms of entertainment, hobbies and pastimes. I suspect that all of these diversions were invented to enable salesmen to escape the boredom they find in their work.

With an exciting, challenging, stimulating motivational program you can channel a high percentage of the time, energy and enthusiasm now being dissipated in off-the-job activities to attainment of your objectives.

**Pride of job satisfaction:** Salesmen who take pride in their work always can be depended on to turn in a satisfactory sales performance. A well planned motivational program should provide additional oppor-



tunities for this type of salesman to take pride in his accomplishments. In everything we do this pride motive is the motive that stimulates us to try to do it better.

**Fear and worry:** If this were not such a powerful motive, I would have deleted it from this list because of its essentially negative nature. Fear can be a deadly gnawing thing that completely saps a man's vitality. I think it safe, however, to assume that in the case of our low producers fear may well be their dominant motive; fear of losing their jobs, fear of bill collectors, fear of criticism. A motivational program should give you a splendid opportunity to build confidence in these low salesmen and alleviate their fears.

**Desire to be needed:** Have you ever experienced that empty feeling of being alone in a big city? Were you ever left out of the party or dropped from the team? If so, then you understand the tremendous motivational force tied up with this desire to be needed.

Quoting Dr. Karl Menninger: "Closely related to good leadership as a key to high morale and good mental health is adequate motivation. Unless we help a man to understand what his job is and give him a picture of what his part on the team is, he never can really be a member of the team, never can really identify his own interests and aspirations with those of the larger group."

Let your salesmen know in your motivational program how much they are needed and their response will be heart-warming. Team spirit is the perfect answer for this

desire to be needed, and need I remind you that team spirit wins ball games, made Knute Rockne immortal, and in the case of our Marines produced the finest fighting force in the world.

Very, very few salesmen will ever let you down if you let them know how much you, their team and your company need them.

**Love of family:** If this motive were taken out of salesmen's lives, this nation would have a business decline that would far exceed the depression of 1929. About 85% of the salesman's earnings are spent in satisfying the needs and wants of his family. Less than 15% of the prizes won in the incentive programs we handle are for the salesmen who won them. The balance are for the wives, the children and the homes. The lower the salesman is on the sales totem pole, the more things his family needs and wants.

Include the salesmen's families in your motivational planning and you will gain an ally capable of exerting more pressure that you would ever dare exert.

**Conscience:** Psychologists claim that the desire to live is the strongest motive of all. We get an indication of the power of conscience when we remember the cases of people taking their own lives in an attempt to get away from a guilty conscience. You have this powerful conscience motive working full time for you if you utilize the two previous motives: desire to be needed and love of family.

Make sure your motivational programs pinpoint not only your sales objectives

but pinpoint as well the obligations your salesmen owe to their families, to their teams, and to their company.

Covered all too briefly, I feel sure, there you have the tools for personal inspirational leadership and the format for your motivational program.

These eight motives provide the keys to opening the door to limitless potential inherent in your sales organization.

Why then should top management, in so many cases, be content to use only one motive to stimulate their sales organizations while these same companies, in their advertising programs, are utilizing every conceivable appeal to motivate the consumer?

Depending solely on a compensation plan to motivate salesmen is comparable to restricting all advertising to featuring only price.

WILLIAM L. BURTON, the author, is vice president in charge of sales for Maritz Sales Builders, St. Louis.

For his study of effective motivation of sales organizations, published in part here, he has received first honors in the Top Problems Contest sponsored by National Sales Executives—International for all NSE members throughout the world.

In preparation for this competition, NSE polled its 30,000 members and learned that effective motivation of salesmen is the No. 1 problem of sales management. NSE, in cooperation with John M. Wilson, retired vice president, sales, National Cash Register Co., offered an award for the best solution of the problem.

Burton's solution was judged the best, and the award was made at the national convention of National Sales Executives—International held recently in New Orleans.

## Here's Something New

An imaginative U. S. Army recruiter personally consulted with the families of 400 high school students during a special "Parents' Clinic" held in a Winter Park, Florida, bank recently.

MSgt J. C. Meachum of the Orlando, Florida, U. S. Army Recruiting Station, arranged for a three day clinic in the lobby of the Commercial Bank, Winter Park. Cooperating with him was Mr. Paul E. Davis, the bank's executive vice president.

Both written material and personal advice were provided parents as well as many young men and women interested in Army careers.

Sergeant Meachum also obtained the bank's permission to set up an attractive lobby display. At first the bank allotted three days for the display, but widespread public interest prompted the bank officials to ask for the exhibit to remain on view another week.

Sergeant Meachum commented that his "Parents' Clinic" was the first of its kind ever held in Florida. He disseminated a great deal of information about Army vocational training and distributed hundreds of pieces of Army literature. But most important, he obtained a large number of contacts who are planning to enlist in the Army.



RECRUITER CONDUCTS "PARENTS' CLINIC"—MSgt J. C. Meachum of the Orlando, Fla., U. S. Army Recruiting Station, and the exhibit for his highly successful "Parents' Clinic" which he held in the Commercial Bank of Winter Park, Fla. Posing with the recruiter are (left to right) Mr. R. Banks, vice president and cashier; and Mr. Paul E. Davis, executive vice president.



# Recognition Roundup in Third Army

Third U. S. Army's "high flying" Jacksonville USARMS is covering Florida with Recruiting Service Certificates of Achievement like "Dew over Dixie."

"There must always be recognition," according to Maj George W. Clark, Jr., commander of the Jacksonville, Fla., USARMS, who encourages his recruiters to always take advantage of the opportunity to say "thank you" to those who assist the Army Recruiting Service.

"One of our most useful public relations' tools is the Third U. S. Army Certificate of Achievement made available to us by Third Army Recruiting District Headquarters," he adds.

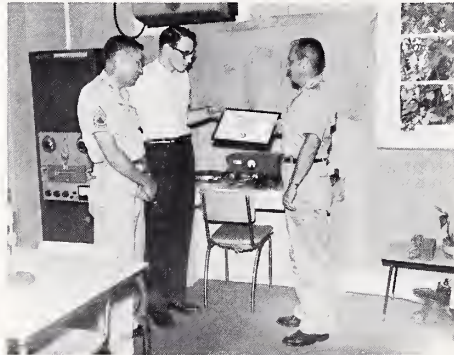
This Certificate is used extensively in the Main Station area for awards to radio and television announcers and managers, newspaper editors and publishers, Fair managers, Selective Service clerks and to any citizen who through his cooperation, friendliness and effort materially aids the recruiting mission.

Dee Jays are by far the largest group to receive the coveted award and, to date, more than 100 of these awards have been made by recruiting personnel in the Jacksonville area.

Other RMS areas in Third Army also are adding to the success of this program.



**JACKSONVILLE . . .** Major Clark presents a Third U. S. Army Recruiting Service Certificate of Achievement to Mr. Harald S. Cahn III, president and general manager of radio station WRHC, as local recruiter, MSgt Edward D'Arcy-Clarke and Mr. Ronald H. Cahn, station vice-president look on.



**QUINCY . . .** Local recruiter, SFC Everett M. Fielder, stands by while Major Clark presents a Third U. S. Army Recruiting Service Certificate of Achievement to broadcast station WCNH station manager, Mr. Ken Harmon.



**HIALEAH . . .** Police Lt. Charles H. Brust (center), of Hialeah, Fla., is awarded the Third U. S. Army Recruiting Service Certificate of Achievement. He received the Certificate from SFC Bennie Askew (left), Miami USARMS recruiter, in the office of Police Chief H. U. Warner.



**BROOKSVILLE . . .** Station manager, Mr. Charles Grant, receives a Third U. S. Army Recruiting Service Certificate of Achievement from Major Clark. This station proudly boasts 100% membership in the Army Recruiting Service Dee Jay Corps.



**TALLAHASSEE . . .** In the state capital, Major Clark cites radio station WMEN, north Florida's 5000 watt giant, as he presents a Third U. S. Army Recruiting Service Certificate of Achievement to station manager, Mr. Wyman Schnepf. Local recruiter, SFC Everett M. Fielder, looks on.



**MEMPHIS . . .** Mr. Edward Crump, program director for radio station WMPS, Memphis, Tenn., is presented a Third U. S. Army Certificate of Achievement by Maj Elbert P. Turner, commanding officer, Memphis USARMS.

# Honorary Recruiters in Fifth U. S. Army

## Selective Service Personnel Selected For Recognition



Capt Kenneth D. Griffin, operations officer, Siaux Falls, S. D., USARMS, presents Certificates of Appointment as Hanorary Recruiter to five Selective Service persannel in recognition af their excellent cooperatian with the Army Recruiting Service. In the tap raw, Capt Griffin is shawn with MSgt Charles F. Cook, recruiter in the Yankton area, making presentations to Selective Service clerks, Mrs. Emma Maneke (left phata), af Lake Andes and Miss Margaret E. Schaht (right phata), af Winner. In the battam row, Capt Griffin is shawn with MSgt Aubrey O. Bailey af the Huran area with Selective Service clerks Mrs. Shirley Iverson (left photo), af Pierre, Mrs. Adelaide Donnenbring (center photo), af Chamberlain, and Mr. Rabert W. Kelley (right phata), Selective Service supervisor for the eastern half of the State of South Dakota.



In appreciation of their coaperotian, Capt Edword L. Jirikawic, commanding officer, Siaux Falls USARMS, presents Certificotes af Appointment as Honorary Recruiter ta two Selective Service clerks in his area, Miss Beulah Gilbertsan (left photo), of Vermillion, and Mrs. Ann Kaiser (center photo), of Yankton. Looking on at each presentation are Capt Kenneth D. Griffin, USARMS operations officer, and MSgt Charles F. Caak, recruiter at Yankton. In phata at right, Capt Jirikawic is presenting Mr. Robert Hill, Veterans' Service officer at Pipestone, Minn., a Certificate af Appointment as Honorary Recruiter, as SFC Jahn Hall, recruiter at Warthingtan, Minn., looks on.



# Sioux Falls ARADCOM Project

The Honorable Ralph Herseeth, Governor of South Dakota, was the main speaker at an enlistment ceremony held in the auditorium of the Sioux Falls Washington High School. The ceremony was the culmination of the "Sioux Falls-USARADCOM Enlistment Project" which enlisted young men of the state for duty with the 2d Missile Battalion, 67th Artillery, stationed at Ellsworth Air Force Base, South Dakota.

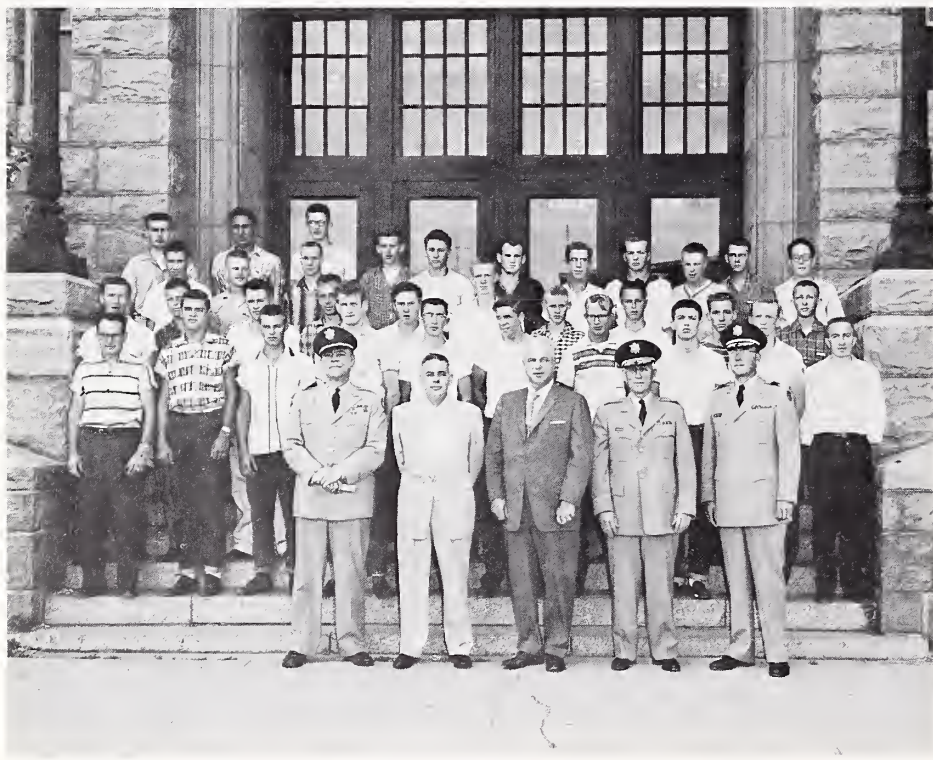
Simultaneous releases to all TV and radio stations and newspapers started the campaign off in high gear. Radio stations were furnished with spot announcements in addition to the regular releases. Newspapers and TV stations were furnished with pictures of the missile base to use in conjunction with the release. In the case of small papers that did not have reproduction facilities, two-column mats were sent with the release.

In addition to the news release, full-page newspaper ads were run in each of the major cities in the state. The local recruiter, with the assistance of the make-up

department of the paper, decided upon the lay-out. Once the lay-out was completed, the recruiter contacted business concerns requesting their sponsorship of the ad. In most cases the cost of the ad was pro-rated among 20 sponsors. The local recruiter had no responsibility for collection of the pro-rata cost. In each city the newspaper billed the sponsor.

For the enlistment ceremony, invitations were extended to parents of the enlistees, state and local commanders of veterans' organizations, member of the Military Affairs Committee of the local Chamber of Commerce and state and local government officials. Their presence lent prestige to the occasion as well as indicating approval of the over-all Army recruiting program. About 150 persons witnessed the ceremony which was covered by press, radio and TV.

Immediately following the ceremony, refreshments were served at the USARMS. The presence of recruiting personnel at this informal gathering gave parents the chance to ask many questions concerning their sons' future in the Army.



ENLISTEES FOR THE SOUTH DAKOTA MISSILE PLATOON and civilian and military dignitaries pose in front of the Sioux Falls Washington High School. Left to right (front row) are Capt Edward L. Jirikawic, USARMS commander; the Honorable Fay Wheelon, Mayor of Sioux Falls; the Honorable Ralph Herseeth, Governor of South Dakota; Col Thomas R. Malone, ACofS, G-2, USARADCOM; and Lt Col Raymond B. Rounds, commanding officer, 2d Missile Battalion, 67th Artillery.

## Advertising Report

### New Unified Art Style

Each passing month marks new progress in the Army's steady transformation into a new kind of fighting force—a force of modern soldier-technicians.

In order to forcefully dramatize this transformation, the "face" of all Army national print advertising is now being unified with a new art technique—an art style symbolizing *modernity* and *quality*.

You saw this new art technique born in *The Secret of Getting Ahead*. You've watched it grow in the restyled booklet package. And you'll see it applied to all future non-prior service print advertisements, posters and sales material. Result? A unified modern "face"—dramatically reflecting the transformation in the Army itself.

Illustrations will always play up the *man* in the modern Army. Today's soldier-technician will be portrayed as a man trained to cope with a complex, challenging environment. If qualified, this man might be trained to handle the surging power of a bulldozer. Or he may choose education in the intricacies of advanced electronics. Or communications. Or guided missiles. In fact, a young man can choose training in any one of a hundred skilled specialties—many of them completely non-existent when his father served in the Army.

*The new art technique will convey—at a glance—the essence of this modern soldier's opportunities.*

Advertising copy will continue to stress choice of training opportunities. In advertising directed to a mass audience (posters, for example), no attempt will be made to differentiate between particular Army programs. Instead, "choice before enlistment" will be emphasized—without direct reference to the "Choose-it-Yourself" System or the Graduate Specialist Program.

Individual programs will be described only in advertising directed to specific audiences. Advertisements in high school publications will promote the Graduate Specialist Program. Advertisements in specialized national magazines (such as *Popular Science* and *Popular Mechanics*) will feature the "Choose-it-Yourself" System. (See example on opposite page.)

But no matter where a potential enlistee sees Army national advertising, he'll see: 1) *Art* contributing to the image of a truly *modern* Army; 2) *Copy* communicating the valuable opportunities for *choice* available in today's Army.

*Choice* and *modernity* (and occasionally interest in a specific program) will help bring prospects through the door of your recruiting station. You're then in position to tailor your sales approach to individual qualifications—and to current availabilities.



get a real head start in work you like!

choose

qualify

know

... before

enlistment

It's up to you! The Army's new "Choose-it-Yourself" System lets you choose your vocational training before you enlist! Here's how it works:

1. CHOOSE . . . before enlistment!

Choose your training from fields like Metal Working, Electronics, Motor Maintenance, Guided Missiles, Radar & TV Repair—and many more.

2. QUALIFY . . . before enlistment!


Next you take aptitude and physical examinations to qualify for the training you've chosen.

3. KNOW . . . before enlistment!

If you qualify, you know you'll get the training you like. Your choice is written into your future Army record—guaranteed before you enlist.



AND THERE'S NO OBLIGATION! Choose, qualify and know—without the slightest obligation to enlist. You get the Army training you like—guaranteed in writing—or you don't enlist! This week, see your Army recruiter and choose from his complete list of available fields.

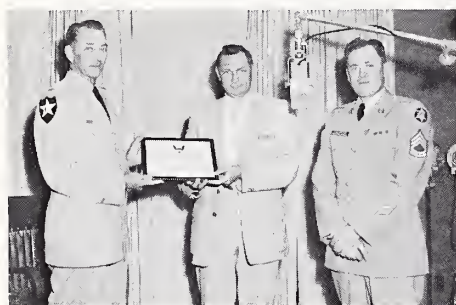
CHOOSE IT  YOURSELF VOCATIONAL TRAINING SYSTEM  
**US ARMY**



# Certificates of Achievement and Appreciation



Certificates of Achievement go to three Texans in the Shreveport, La., area. Maj Lyman B. Hollingshead, commanding officer, Shreveport USARMS, presents the certificates to Mr. John C. Hale (left photo), editor, Texas Daily News; Mr. Gene C. Farmer (center photo), editor, Texas Weekly News; and Mr. Tom Perryman (right photo), manager, radio station KGRI, all of Henderson, Tex. The recipients of the certificates materially assisted SFC Jimmie Parsley, who is stationed in Henderson, through "continuous and outstanding support in recruiting publicity."



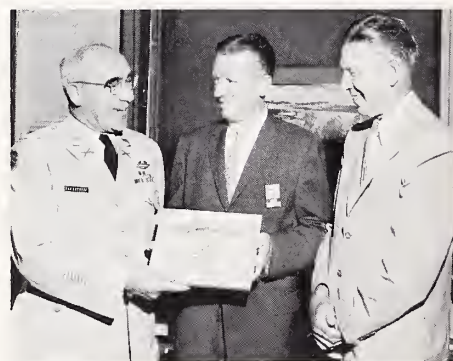
In photo at left, Maj Joseph A. Peacock (left), commanding officer, Phoenix, Ariz., USARMS, presents Certificate of Appreciation for outstanding support of the Army recruiting mission to Mr. Arlo Woolery, manager of radio station KSUN, Bisbee, Ariz. With them is SFC George W. Miles, station commander, Bisbee RS. In photo at right, Major Peacock acknowledges Douglas, Ariz. support of the Army recruiting effort by awards of Certificates of Appreciation to representatives of the community. Sgt Miles looks on as Mr. R. E. McCartan, U. S. Postal employee; Mr. Phillip Bowman, manager, Employment Office; and Mr. Charles Gudaitas, Douglas Daily Dispatch, display their awards.



Mr. Russell S. Bergh, secretary of the Middleburg Central School, is being presented a Certificate of Appreciation for his cooperation with local Army recruiters in their efforts to encourage students to complete high school before making career plans. Lt Col Fidelis D. Newcomb, commanding officer, Albany, N. Y. USARMS, is making the presentation as Sgt John E. Cheek, local recruiter, looks on.



The Army presents a Certificate of Appreciation to Mr. H. Frederick Tripp, guidance counselor of Schoharie Central School, for his cooperation with the local Army recruiters. Presenting the award is Lt Col Fidelis D. Newcomb (right), commanding officer of the Albany USARMS, while Sgt John E. Cheek (left), local Army recruiter, looks on.



A First U. S. Army Recruiting District Certificate of Appreciation is presented to Mr. Carlyle Jones (center), public relations director of Sperry Gyroscope, as Dr. Carl A. Frische, president, looks on. The award by Col W. M. Van Antwerp, MPPO, First U. S. Army, was acknowledgement of direct and valuable aid to Army's recruiting mission.



## The Family Orientation

The families of enlisted members of Headquarters, 23d Artillery Group (Air Defense), Fort Totten, New York, are reminiscing on "The Family Orientation" conducted on their behalf by the 23d Group. The orientation, conceived and organized by SFC Edlouis McA. Perkins, Army Career counselor of the Group, came to life in the Post YMCA in July.

"The Family Orientation" was similar to many conducted by NIKE missile sites in that it had a dual purpose: 1) Promote a closer relationship between the families and inform them of the many advantages of an Army career, 2) Acquaint the Army wives with the duties and roles of NIKE/MEN assigned to the 23d Group in the defense of the New York area.

Sergeant Perkins greeted each arrival and provided him with a colorful brochure containing information pertaining to personal affairs; the medicare program; the Army enlisted management program; military pay; and facts pertaining to local commands and the United States Army Air Defense Command. As refreshments were served, and guests were introduced to one another, a pleasant atmosphere of informality soon prevailed.

Shortly before the noon hour, Capt Albert P. Steffenson, commanding officer, Headquarters Battery, 23d Artillery Group (Air Defense) launched the program with a brief summary of the orientation and introduced Lt Col Charles C. Roberts, executive officer, 23d Group. Col Roberts gave the wives a hearty welcoming and a résumé of the 23rd Group's history, mission and numerous accomplishments. He also

informed the wives that it is realized that their understanding and cooperation contributed to the Group's many achievements. After Col Roberts' address, Sergeant Perkins announced three films, "NIKE Guardian of the Cities," "NIKE Defense of America," and "A Look Ahead," which were shown. The two NIKE films showed the development, fueling, firing and destructive power of missiles. The third film dealt with problems common to many military families. An intermission with a musical background followed the films.

The Army Career Team (ACT) presentation, presented by guest speaker SFC Thomas Quigley, Army Career counselor, Headquarters, 52d Artillery Brigade (Air Defense), Fort Wadsworth, New York, constituted the second phase of the "The Family Orientation." The Army Career Team (ACT) presentation, while familiar to many military personnel, was not to the wives. Many went home pondering the undeniable truth of facts presented by Sergeant Quigley.

The following techniques were utilized in presenting "The Family Orientation": 1) Efforts were made to obtain and maintain an informal atmosphere. 2) Families were seated at small tables rather than rows of chairs. 3) A special system of lenses and mirrors, set up by SP5 Joseph E. Gabree, information specialist, Headquarters, 23d Artillery Group, permitted the projection of films without extinguishing the lights. This system was particularly appreciated, since it permitted the circulation and enjoyment of refreshments during the showing of films. 4) The program was recorded on tape.

## Bonus Combination

Tying in recruiting objectives with a special sales effort by one of the largest Buick automobile dealers in the United States, and capitalizing on a well-known television personality, added to an especially potent recruiting and community relations project by the Miami, Florida, USARMS.

Maurice Gosfield, in show business for 26 years and known to millions of television fans as Pvt Duane Doberman of the Phil Silvers comedy series on CBS, was effectively utilized as the center of a souped-up sales campaign by the Sheehan Buick Company in Miami, Florida. The entire building front of the automobile company was converted into "Ft. Sheehan" together with motor pool, recruiting office and Army displays for the special "D-Day" two-week sales effort. Sheehan sales force personnel, most of them ex-service men, were outfitted in store bought fatigues and caps to fill out the Army picture with Doberman as the central figure.

The Miami Recruiting Main Station's display, "America's Space Pioneer" with revolving satellites, winking stars and a moving globe, pointed up the U. S. Army's Explorer and Jupiter-C missiles and was the center of the Army show. Black lighting enhanced the night time viewing of this fine display along with other display pieces in the show windows on heavily traveled Tamiami Trail. It was an especially effective Army promotion for the hundreds of visitors brought in to the show floor by the advertising campaign.

## Kilroy Was There and here too

In 1952 and again in 1957 this magazine published a Burma Shave type design showing that "Kilroy was here, liked it too, he reenlisted, why don't you?"

In the early part of 1957, SFC Bernard Daley who was assigned as reenlistment NCO for the Southern Area Command in Bavaria, read the message over the portals of the 42d Medical Ambulance Company, U. S. Army, Munich, Germany. Adding a few more ideas to the message, Sergeant Daley employed a German artist to express it more pictorially.

What you see pictured is the new idea as Sergeant Daley had it portrayed in color. There's no copyright to the idea and possibly some RE-UP NCO may wish to provide his adaptation for his own reenlistment office.





# Rolling Out The Red Carpet

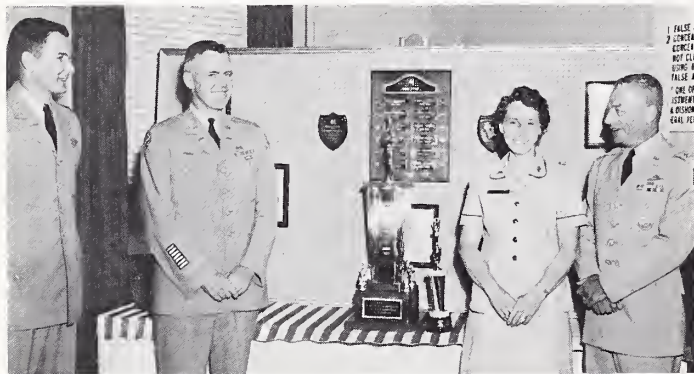
## Detroit USARMS

For the second consecutive year, Detroit, Michigan, USARMS placed first in the Fifth U. S. Army Recruiting Achievement Contest and won the coveted award, the Commanders' Trophy.

The presentation was made in Detroit to Maj Arthur P. Ellis, Jr., USARMS commander, his staff, and recruiters by Brig Gen John E. Leary, chief of staff, Fifth U. S. Army, in the presence of Col James N. Shigley, commander of Fifth U. S. Army Recruiting District, Col Jeff F. Hollis, commanding officer at Fort Wayne, and Detroit USARMS personnel.

Colonel Shigley also presented the Detroiters the WAC Improvement Trophy. This award is given at the end of the fiscal year to the USARMS which showed the greatest percentage of improvement in WAC recruiting over the previous year. In WAC enlistments, Detroit USARMS showed an improvement of 133 percent over FY '58.

Runner-up honors for the FY '59 over-all recruiting contest in Fifth U. S. Army Recruiting District went to Indianapolis, Indiana, USARMS, followed by Denver, Colorado, USARMS.



AT THE DETROIT USARMS, after the presentation of the Recruiting Commanders' Trophy (the larger one on the table) and the WAC Improvement Trophy, FY '59 awards in Fifth U. S. Army Recruiting District contest, are (left to right) Maj Arthur P. Ellis, Jr., Detroit USARMS commander; Col James N. Shigley, commander, Fifth U. S. Army Recruiting District; Capt Betty I. Butler, WAC selection officer at the USARMS; and Brig Gen John E. Leary, chief of staff, Fifth U. S. Army Headquarters.

## Miami USARMS

Miami, Florida, recruiters were honored by the award of the Army Commanders' Trophy for attaining the largest percentage of Regular Army enlistments in ratio to assigned objectives in the seven southeastern states which comprise the Third U. S. Army area.

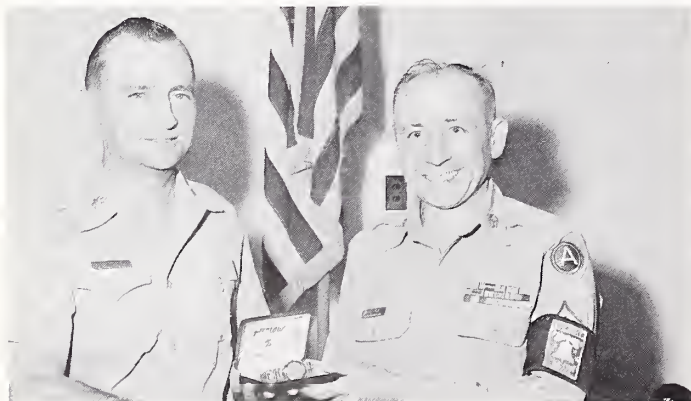
The trophy was presented to Capt Thomas F. Dooley, Miami USARMS commander by Col Parker Day, commanding officer, Third U. S. Army Recruiting District, acting for the Army commander, Lt Gen Clark L. Ruffner.

In his letter of commendation, which accompanied the trophy, General Ruffner cited the individual recruiters of the Miami USARMS and wrote, "This is the third consecutive time your recruiters have led all other stations in this semi-annual contest. Yours is an exceptionally outstanding accomplishment especially in view of the fact that the Miami Station also won the previous trophy. This remarkable feat in the face of keen competition reflects highly on the organization and initiative of all recruiters in South Florida and I commend each individual who played a part in the establishment of this outstanding record."



MIAMI USARMS commander, Capt Thomas F. Dooley (right), accepts the Army Commanders' Trophy from Col Parker Day, commanding officer, Third U. S. Army Recruiting District, won by Miami recruiters for attaining the largest percentage of enlistments in Third U. S. Army area.

## Recruiting Pays Dividends



SFC Walter J. Rumley (right), Army recruiter at Dyersburg, Tenn., is being presented a watch by Maj Elbert P. Turner, commanding officer, Memphis, Tenn., USARMS. Perel and Lawenstein, Memphis' leading jewelers, donated the watch to the Memphis USARMS as an award to the outstanding recruiter in the RMS area for the first half of 1959.



Maj George W. Clark, Jr. (left), commanding officer, Jacksonville, Fla., USARMS, presents an engraved cigarette lighter to SFC George M. Davis, Tampa, Fla., recruiter. This award is given out on a quarterly basis to the top recruiter in each Main Station area in Third U. S. Army area and Sergeant Davis has walked off with two of the last three passed out in the Jacksonville USARMS area.



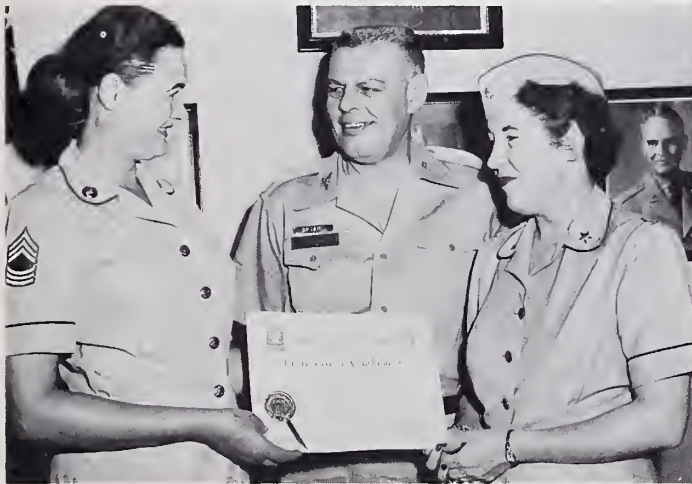
## Fourth Army Honors Individual Recruiters



Col Garlen R. Bryant (right), commanding officer, Fourth U. S. Army Recruiting District, is awarding SFC John G. Bryant, Army recruiter at Guymon, Okla., the Fourth Army's Outstanding Recruiter Plaque. Sergeant Bryant achieved 200 percent of his Regular Army enlistment objective during the month of March to lead all recruiters in the five-state Fourth Army area.



SFC Grace E. Good, WAC recruiter, Shreveport, La., receives a Fourth U. S. Army Recruiting District Certificate of Achievement for outstanding performance of duty. Maj Lyman B. Hollingshead, commanding officer, Shreveport USARMS, presents the certificate. Sergeant Good was honored for her superior recruiting over the 13-month period from April 1958 to May 1959. During this time she obtained 118.4 percent of her assigned objective.



MSgt Della R. Agee (left), San Antonio, Tex., USARMS, receives a Certificate of Achievement presented by the Deputy Director of the Women's Army Corps, Lt Col Anne E. Sweeney. Col Garlen R. Bryant, commanding officer, Fourth U. S. Army Recruiting District, made the award. The certificate was for the sergeant's outstanding performance of duty in maintaining an average of over 130 percent of her assigned objective for a 13-month period ending May 31, 1959.



MSgt J. L. Hall, Jr. (left), top U. S. Army recruiter for the State of Arkansas for a period covering more than five years, holds an Outstanding Achievement Award in recognition of this feat. Col Garlen R. Bryant, commanding officer, Fourth U. S. Army Recruiting District, presented the award. During the period February 1954 through May 1959, Sergeant Hall enlisted 495 men, or approximately two infantry companies, from the Fort Smith, Ark., area.

## Fifth Army Recruiting Stations Honored



Maj John Moore, commander, Indianapolis, Ind., USARMS, holds plaque just presented him by Col James N. Shigley (left), commander, Fifth U. S. Army Recruiting District, for outstanding recruiting performance of his recruiting team for June.



MSgt "Mike" Bruning (left) accepts the Top Station traveling trophy of the Omaha, Nebr., USARMS area from Lt Eli Smith, USARMS operations officer. The trophy is awarded monthly to the station with the best over-all percent-age production.



# Past, Present and Future In Army Exhibit

One of the most extensive and colorful displays ever presented on the west coast by the Sixth U. S. Army Recruiting District, is now being shown at the Oregon Centennial Exposition and International Trade Fair, Portland, Oregon. The Exposition opened in June and will close on September 17, 1959.

Planning for the exhibit began in June 1958 when the Exposition directors offered the Portland RMS a building in the Frontier Village area which would be a recreation of an old U. S. Army 1st Cavalry

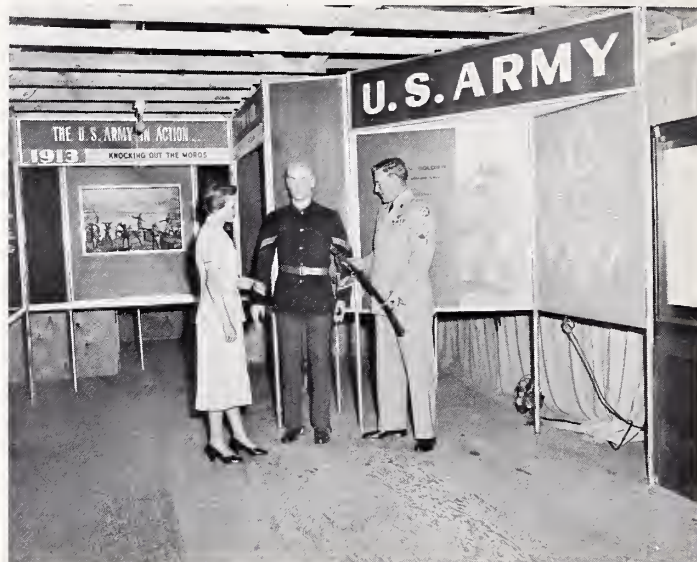
Outpost Headquarters in the Oregon Territory.

The search for appropriate display materials began and when the building opened its doors to the public, it housed an excellent display of old uniforms, swords, guns and other equipment of the early Cavalry days from the Historical Museum at Fort Lewis, Washington. An historical exhibit was provided by the Army Exhibit Unit, Cameron Station, Virginia, with supplemental displays from the

Sixth U. S. Army Information Office's Special Projects Branch and from the Publicity Section of Headquarters, Sixth U. S. Army Recruiting District.

Personnel from the Portland, Oregon RMS are on duty at the display to explain the exhibits and to tell visitors of the opportunities available in the modern Army as compared to those of the old 1st Cavalry days.

Officials estimate that some eight million persons will visit the Exposition.



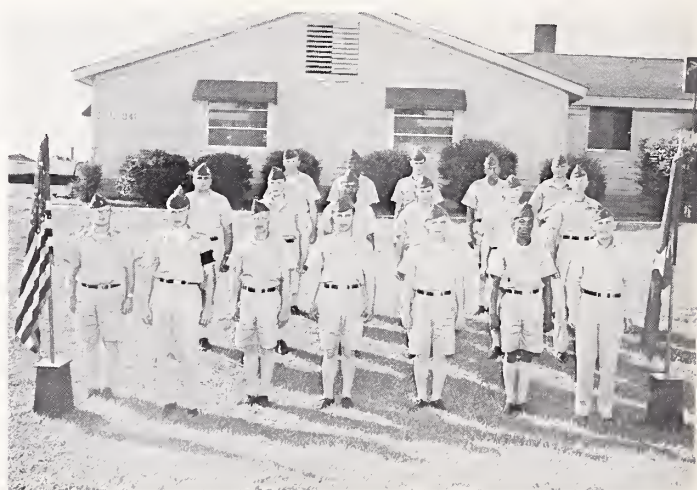
PAST, PRESENT AND FUTURE are depicted in these two pictures as 1st Lt Barbara J. Keil, WAC recruiter, and MSgt Charles L. Spangler, recruiter, Portland, Ore. USARMS, dressed in present day Army uniforms, inspect Army uniforms, weapons and headquarters of an earlier era at the Portland Centennial.

## Play The Game



A formation of 53 infantrymen of the 3rd Armored Rifle Battalion, 50th Infantry, "Play the Game," which is their motto, at ceremonies within the Wildflecken Kaserne, Germany. This formation reflects the reenlistment rate during the fiscal year 1959. Lt Col Wayne J. Moe, battalion commander, is congratulating Sgt Wilbert R. Estabrook, RE-UP NCO for the Battalion, on a "superior program" of reenlistment counseling.

## Fort Gordon Regulars



A record month in recruiting for the Provost Marshal General Center, Fort Gordon, Ga., culminated in one group of ten trainees from "C" Co., PMG School Troop Command enlisting at one time. Brig Gen Howard M. Hobson (far right), PMGC commander, witnessed the enlistment ceremonies in front of Center Hq., and commended the group on their choice of Regular Army careers.



## How To Think Up Advertising Ideas

Where do good advertising ideas come from? Or for that matter, where do ideas in any field of endeavor come from? What is the technique for producing them? How does the creative man set his thinker-upper in motion?

The principle for his reaper is said to have come to Cyrus McCormick while his barber was cutting his hair with a mechanical clipper, and thus was an old principle applied to new use! The Schick repeating razor blade cartridge was inspired by the repeating Winchester rifle.

Did you notice the back page of the August issue of this publication? The Fifth Army recruiters are getting lots of mileage (full-page at that) from that ad which was taken from the Scriptographic booklet, "Now You Can Pick Your Vocational Training."

There is no such thing as a completely original idea. What is hailed as a new idea is nothing more than a novel adaptation of an old idea, or of two (or more) old ideas blended into a new combination.

The RECRUITING Journal is, in a very real sense, a systematic gatherer of raw material for thinker-uppers of ideas. Recruiters' ideas and ingenuity are passed along to you for your use. If they are not suitable to your problems, giving them a new twist may make them so.

Why not scan a few recruiting booklets and come up with something like the Indianapolis, Indiana, recruiters did? Or take a few ideas from this publication, and with imagination, you can produce new and striking combinations of ideas.

## The Saving Habit Plus 4%

"All we do is sign the payroll, but we never got a gosh darned cent," should be completed with the stanza, "until we get our discharge or retirement."

Under a new plan just announced by the Department of the Army in Circular 35-88, that revised old refrain would be correct.

With this new plan, now underway since August 1, there is a painless, trouble-free method of saving money through the payroll deduction system which makes deposits to your account with Soldiers' Deposits.

Heretofore, depositors did the depositing on their own by going to their unit office every time they wanted to make a deposit, and there could be times when there were rude interruptions on this jaunt and the money was not deposited. Under this new safe and sane method of getting the money cached safely, you never get to see those gosh darned cents until you are authorized to make withdrawal of your Soldiers' Deposits.

We are quoting some pertinent aspects for those recruiters who may never get to see this DA Circular.

**1. General.** *Effective 1 August 1959* collection of soldiers' deposits may be made by deduction on the regular military pay voucher of an enlisted member when authorized over the signed request of the member.

**2. Periods for which deduction may be authorized.** a. Enlisted members may authorize a single deduction for a specific month, or a continuous monthly deduction for an indefinite period.

b. Deduction for soldiers' deposits will not be made on a military pay voucher, even though the request for continuing monthly deduction remains in effect, when—

(1) Payment of the regular military pay voucher is made on other than the regular monthly organizational payroll. If not otherwise terminated, the request will again become operative in the month in which payment is made on the regular monthly organization payroll.

(2) After considering other authorized deductions, the amount remaining due the member is less than the amount to be deducted for soldiers' deposits. If not otherwise terminated, the request will again become operative in the month in which sufficient amounts are due the member to effect the deduction for soldiers' deposits.

(3) The finance and accounting officer considers nondeduction for such month in the best interests of the Government.

c. Authorizations for continuous monthly deductions will be terminated when—

(1) The depositor submits a signed request to change the amount of the deduction or to stop the deduction.

(2) The depositor is sentenced to punitive discharge.

(3) The depositor is to be separated. Normally, no deduction will be entered on a military pay voucher to be paid within 60 days of anticipated date of separation.

(4) The finance and accounting officer considers it in the best interests of the Government to terminate the authorization.

(5) The depositor is transferred to an organization which will result in his being paid on a Military Pay Record (DD Form 113).

## Report From The 50th State

The "friendly" reenlistment NCO's of United States Army, Hawaii/25th Infantry Division, sponsored a dinner-dance for top ranking NCO's of the command. The idea behind this informal social gathering was to develop "Centers of Influence" from within the service as an aid to the reenlistment program.

There were approximately 125 couples in attendance and menus were distributed which depicted the food served, entertainment, and various reenlistment options available. The menu also contained a roster of reenlistment NCO's throughout the command and listed their telephone numbers.

There was a spirit of good fellowship and the success of the party was attested to by the numerous requests for more functions of the same nature. Entertainment included an orchestra for listening and dancing, vocalists, and a floor show consisting of a comedian and a hula troupe. The dining room and dance area were well decorated with signs advertising various reenlistment options.



GENERAL I. D. WHITE, commander-in-chief, Pacific, reviews the menu for the dinner-dance with Capt Charles W. Smith, chief, Military Personnel Procurement Division, USAHAW/25th Inf. Div.



## Have a problem? Need an answer?

We are not referring to "mathematical" problems and answers, but we know that users of Government publications have found answers to some of their questions in the informative books and pamphlets placed on sale by the Government Printing Office, Washington 25, D. C. Such as: A Directory of 3,660 16 M.M. Film Libraries, an annotated directory of 16mm film libraries which has been compiled for the use of teachers, school administrators, librarians, community leaders, and others who use or wish to use educational and informational motion pictures in their programs.

This list is arranged by States and cities, it lists commercial dealers, colleges and universities, city and State school systems, public libraries, industrial companies and trade associations, labor unions, civic groups, religious institutions, and Government agencies—any company, institution, or organization which lends or rents 16mm films within the United States. This 236 page publication carries Catalog No. FS 5.3:959/4 and is priced at \$1.00.

*SIGNAL CORPS releases to Army Film Libraries were not published in Publicity Props this month, however, those films that have been listed formerly should be offered to the various civic organizations that wish to use them for public, non-profit exhibition.*

## Advance Proof

A new and different aid to Army recruiting has been instituted in the Clarksville, Tennessee, area. Because of the proximity of Fort Campbell to Clarksville, a plan was initiated by MSgt Earl Darnell, chief recruiter of the Clarksville recruiting sub-station and authorities at Fort Campbell to place the Fort Campbell "Soldier of the Month" on four days' TDY with the Clarksville recruiting sub-station.

The first "Soldier of the Month" to participate in the new plan was SP4 Paul L. Bock, Company B, 801st Maintenance Battalion, 101st Airborne Division. One of the first of many honors bestowed upon Specialist Bock was the presentation of a gold key to the City of Clarksville by Mayor Barksdale.

During the period of TDY, Specialist Bock was introduced to a number of civic leaders in Clarksville and the surrounding area.

In addition to Mayor Barksdale, they were the Chief of Police of Clarksville, the editor of the Clarksville *Leaf Chronicle*, the program director of Radio Station WJZM, an interview on the air with the news editor of Radio Station WDXN, the mayors of Waverly and Dickson, the editors of the Waverly and Dickson newspapers, the chiefs of police, and the presidents of the boards of education of Waverly and Dickson, plus various other centers of influence in the small communities of the Clarksville area.

Being a young soldier, Specialist Bock gave advance proof of what he had received in the Army, and influenced the young men with whom he talked by telling them exactly what he had gone through in basic training, and how the school he attended had helped him. He had enlisted two years ago for a course in Automobile Maintenance and of course he stressed how he got exactly what the recruiting sergeant had promised him.

Specialist Bock stated he was happy he had enlisted and that he definitely intended to make the Army a career. This made a favorable impression on the young men and their families.

Sergeant Darnell was commended highly by Mayor Barksdale for getting the "Soldier of the Month" program started in Clarksville.



MSGT EARL DARNELL, chief recruiter of the Clarksville, Tenn. recruiting sub-station, smiles happily as his new assistant, Fort Campbell "Soldier of the Month," Specialist Paul L. Bock, receives the gold key to the City of Clarksville from Mayor Barksdale.

## Kansas City Guardians



Seventy-seven young men took the Oath of Enlistment from Lt Col Ralph L. Miller, commanding officer, 5th Missile Battalion (NIKE-HERCULES), on the Mall, at the Liberty Memorial Monument, Kansas City, Mo. On completion of basic training they will become members of the 5th Missile Battalion, 55th Artillery, stationed in the Kansas City area.

## It's Selective



The first physical therapist to be commissioned in the Army Medical Specialist Corps from Fifth U. S. Army area since 1956 is Mr. Donald W. Stanek of Chicago. At present there are 14 moles on duty in the AMSC, with three being added this month, including Mr. Stanek. In the photo with the new physical therapist is Col James N. Shigley, commander Fifth U. S. Army Recruiting District, who administered the Oath of Office.



## "I Serve"



"I Serve" will be the motto of these young women when they don the uniform of the U. S. Army Nurse Corps. In the picture on the left are the first Army Student Nurse Program graduates from Montana State College. They are (left to right) Phyllis Nelson, Yvonne Nelson, Betty Lou David, Joy Ann Heer and Joyce LaCambre. They began their tours of duty with the Army Nurse Corps last month when they reported to Brooke Army Medical Center, San Antonio, Tex., for a nine week orientation class. After the class in Texas, they will be assigned to an Army hospital in the United States. Capt Virginia Brown (third from left), ANC counselor of Seattle, Wash., was the counselor for these students. Pictured on the right is Obdulia Lopez, student nurse at Long Island College Hospital School of Nursing in Brooklyn, N. Y., as she receives congratulations on her enlistment in the Women's Army Corps Reserve from Col George R. Carpenter, MC, acting deputy First Army Surgeon. Miss Lopez will complete her nurse's training with Army pay and allowances and will be eligible for a commission as a second lieutenant in the Army Nurse Corps when she graduates and receives her license as a registered nurse.

## Join The Swing To The WAC

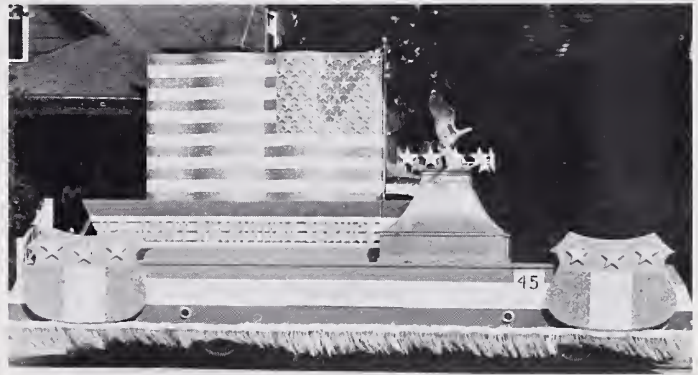


Five young women of the N. H.-Vt. area enlisted in the Women's Army Corps recently. Back row (left to right) are Lt Meredith H. Savage, WAC recruiting officer for N. H. and Vt., Miss Nancy L. Gray, Miss Margaret Hall, Miss Carol Nichols, and Cpl Virginia Kudalis, WAC counselor for N. H. Front row (left to right) are Miss Doris Brisson and Miss Mary L. Morse.



Capping a strenuous WAC publicity effort in Miami, Fla., and adjacent areas, Capt Elizabeth W. Tribble, WAC recruiting officer for South Florida reaped the final reward by enlisting three young women. Left to right are Capt Tribble, Miss Carol Joyce King, Miss Lillian Ruth Colon and Miss Margaret Ann Wakelyn. With five girls already enlisted and another possible, Capt Tribble paid tribute to the impact of publicity and advertising results achieved in the Miami USARMS area.

## Floats Are Big Business



This Chicago USARMS float is rolling up a lot of mileage and playing a stellar role in a myriad of events throughout the area. Clean-cut and plain in design, the theme stimulates patriotism and a feeling of strength. Like clothes which are basic, this float can go any place as it appears, or with varied additions it can be fashioned into a highly styled tie-in pointing up any special appeal desired.



"Get Choice . . . not Chance" is displayed on a very attractive missile float which was seen in the Florida Watermelon Festival held in Leesburg, Fla. Riding the float is WAC recruiter, Sgt Alene Weeks and local area recruiter, SFC Carl Booth. The float was prepared by MSgt Al Varnes, Jacksonville USARMS. Approximately 30,000 viewers applauded as the missile atop the float was fired off by use of CO<sub>2</sub> fire extinguishers.





Col Charles B. Schweizer (center), district engineer, U. S. Army Engineer District, St. Louis, Mo., admires the new brightly painted sign on his helicopter, as CWO Glosglow, pilot, Transportation Maintenance and Supply Corps, and Sgt Gerald L. Baker, recruiting publicity sergeant, St. Louis USARMS, look on. The sign was furnished by the St. Louis USARMS to publicize the U. S. Army and is displayed each time the helicopter lands.



Southern European Task Force's (SETAF) recruiting team of Sanders, Sanders, Sanders, Sanders, and Sanders being briefed by SFC Herman Sanders, SETAF reenlistment NCO, before they leave the Post recruiting office at SETAF headquarters in Verona, Italy, to inform SETAF Troops where to get the latest information on the Army's re-up program. Sgt Sanders superimposes a life size photo of himself on all Department of the Army recruiting displays and, consequently, every one at SETAF headquarters knows his recruiter.



Facts are stranger than fiction, and we are building up some incredible ones, as may be seen in this photograph. Last month we pictured the license plate of an Army recruiter with number "ARMY." This "REUP" Connecticut license plate was issued to MSgt Henry McCue, presently stationed with Hq. and Hq. Co., U. S. Army Transportation Training Command at Fort Eustis, Va., where he is the retirement counselor in the Separation and Transfer Section of the Adjutant General Division. This license plate has proven more than just a conversation piece and Sgt McCue relates that the plates have, in several cases, enabled him to steer interested parties directly to the reenlistment office.



In connection with the current recruiting drive for ARADCOM enlistments for assignment to Cincinnati, Ohio, MSgt Archie E. Denny, Cincinnati zone commander, came up with the idea of mounting a scale model of a Nike-Hercules missile on his vehicle. The missile is constructed so that it can be quickly and easily installed or removed from an Army standard sedan with no damage or modification to the vehicle. A modified luggage rack is mounted on the vehicle and the missile is attached to the rack with two wing nuts. The missile has been displayed in the parade of the Madisonville Sesquicentennial Celebration and has also stirred considerable interest on the streets of Cincinnati.

## Telling Army's Story

In the vernacular of the race track, recruiters in the First U. S. Army Recruiting District are "up and running"—full page newspaper ads about the Army's specialist program, that is.

These enterprising recruiters have found that getting into the homes of prospects with these ads is one short way between telling and selling.

First we received two tear-sheets from the Manchester, New Hampshire, USARMS. Both of these full-page ads were sponsored by local merchants at no cost to the government.

One tear-sheet was from *The New Hampshire Sunday News*, Manchester, and the other from the *Keene Evening Sentinel*.

The ads were excellent and sufficient in scope to stress the Army's vocational training options and provide prospects with essential information about this type of enlistment.

In the same mail we received another full-page ad that was published in the *Somerset Messenger-Gazette*, a weekly newspaper from Somerville, New Jersey.

SFC Ralph Denton, recruiter of Somerville, obtained this full-page ad at no

cost to the government. Under the sponsorship of the Somerset Merchants' Association, the ad served to call the public's attention to a mammoth Army display that was to be held in the Somerset Shopping Center and also to the advantages of the Army's career system. This ad was reproduced also by Sears-Roebuck & Co. and was used as a recruiting handout.

We wish there were some way we could reproduce such ads so they would be legible, but a reduction to page size of this magazine would only result in a blur. But continue to send them in; we want to tell all and sundry about them.



## Recruiter Big Attraction At Parade



DRESSED IN CIVIL WAR UNIFORM and riding a spirited pinto pony, SFC Keith W. Wald, recruiter at Watertown, Wis., leads the Fourth of July parade.

The U.S. Army Recruiting Service played an important part in the Fourth of July festivities at Watertown, Wisconsin, and the local recruiter, SFC Keith W. Wald, was commended by city officials for his help in making the event such a rousing success.

The Sergeant, dressed in a Civil War uniform and riding a pinto pony, led the parade down the main street. An Army Recruiting Service float displaying a Nike, and local military units from the National Guard and Reserves captured attention all along the parade route.

The afternoon program included a picnic, band concert, address by Congressman Robert Kastenmeier, and a beauty contest to select "Miss U.S. Army Recruiter for '59."

The contest, a yearly affair, garners widespread interest. And Sergeant Wald says that because of it he receives assistance with prospect leads from young ladies the year around.

Miss Sharon Heck was the lucky girl this year. Besides being chosen "Miss Army Recruiter," she was presented a banner and flowers by Capt Donald A. Mundt, commanding officer, Milwaukee, Wisconsin, USARMS, and a complete clothing ensemble from local merchants.

During the evening of the Fourth of July celebration in Watertown, members of the American Legion were host to winners of the day's contests, Congressman Kastenmeier, and Army Recruiting Service representatives.

## Versatility Is Keynote Of Chicago Display



This is Chicago's latest effort in the display field. They can be used singly or together as window displays, or tied-in with a larger display, according to MSgt Lyle Wilson, recruiting publicity NCO, Chicago USARMS. The posters are stapled on plywood; only the wooden frame is painted. An extra support is placed on the back of each to make it stand up. The display panels are light in weight and easy to move from place to place. New posters or replacements for dog-eared ones can be put up very quickly. However, the easel-type panel displays are not limited to the use of posters. For example, before Flag Day, they could show fact sheets on the correct information on display and respect to our flag. Types of displays are endless. Chicago USARMS made and furnished a set to each area supervisor, and has already received requests for more.

## Applied Sales Psychology

Every recruiter who has spent any time at all upon city streets or country roads has met the scoffer. Ridicule, invective, cynical "wise-cracking," all must be met and overcome cheerfully if the recruiter is to emerge master of the situation.

It will usually be found that it is the younger element who are loudest in their display of ignorance of things military and who seek to capture the recruiter's "goat" by taunts, arguments and verbal sallies of cheap wit. The older man, particularly if he has had any military service, will invariably be found friendly to the man with the recruiting brassard.

In disposing of the younger men the recruiter must keep himself well in hand at all times, remembering that his reaction to the assault will be watched and noted by the crowd which always gathers about at such times.

Hard as it may be, the recruiter should seek to keep smiling. Then, when the tormenting onslaught is on the ebb, will

come his chance to drive home a moral victory.

Remind the aggressive youth that not everyone can be a soldier; more, that it is extremely unlikely that he (the pestiferous one) could pass the rigid requirements necessary to qualify for enlistment. That will get your man, and he will either have to own himself discountenanced before the crowd or accept your invitation to go upstairs and take the first minor examinations. If he accepts the challenge and accompanies you to the examining room treat him just as you would the friendliest applicant you've ever won. Let him be seated. Make him comfortable. But make it as difficult as is *honestly* possible for that lad to pass muster in the examination.

This treatment of the scoffer will bear amazing results. He will be silenced. He will be sent away thinking the Regular Army men are not such bad fellows after all. It is possible he may even be sufficiently stirred by the "rejection" to strive to win a place in the service at a later date.





# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



## U. S. Army Ads — September 1959

### Opportunities For High School Graduates

(Full Page — Duotone\*)

(\*Duotone — An ink that on drying gives the printed page the appearance of having been printed in two colors)

It Happens Before Enlistment

You Choose As A Graduate Specialist

Scholastic Magazines—11, 18 & 25 Sept.

(Senior Scholastic, Practical English & World Week)

Science World—24 Sept.

How To Make Your Diploma Pay Off

In Military Service

National Future Farmer

Pick The Training You Want!

Choose-It-Yourself . . . Before Enlistment

Electronics Illustrated

Popular Science

Get A Real Head Start In Work You Like!

Choose, Qualify, Know . . . Before Enlistment

Popular Mechanics

Mechanix Illustrated

(Full Page—Two Color)

Choose Your Travel Before Enlistment

Electronics Illustrated

How To Make Your Diploma Pay Off

In Military Service

Hot Rod

Sport

### Reenlistment

(Full Page—Black & White)

Leadership Counts When You Talk Up Re-Up!

Army Times—12, 26 Sept.

(Full Page—Four Color)

Cargo Missile

American Armed Forces Features

### Guidance Counselors

(Full Page—Black & White)

Your Students Count On You For Military Guidance

Science World Teacher—9 Sept.

Scholastic Teacher—16 Sept.

### Nurses

(Full Page—Black & White)

Meet A Nurse With A Golden Future

Nursing World

## Props in Production

**DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning from MPPD-TAGO."**

### In Production For Automatic Distribution

STRAC Option Folder—LB-694

Airborne Option Folder—LB-695

Travel Option Folder—LB-696

Pocket Guide for MOS Option Folders—LB-678

"Young Ladies: College Juniors" Poster and Window Card

"Young Ladies College Juniors Preview . . ." Folder—LB-509

Meet the Modern Army—LB-615

WAC Reenlistment Booklet—LB-702

Reenlistment Booklet, "A Word to the Wise"—LB-703

Scotchlite Camden Frames and Suggested Uses memo

Direct Enlistment for USARADCOM (fact sheet)

New Fact Sheet for USARADCOM

Supplement to "Army Occupations and You"

Military Service Ahead (revised)

For Men Only—Airborne pamphlet

Specialists in Success. October Camden Poster and Window Card

### In Production For Ordering From Stock

U. S. Army Bands Option Folder—LB-466 Rev 2

Military Guidance in Secondary Schools

Scotchlite "Re-Up Army" bumper stickers

Scotchlite Recruiting Service vehicle decal

The Secret of Getting Ahead

Scotchlite "Join U. S. Army" bumper stickers

## Now Available For Requisitioning From MPPD-TAGO

(General)

Insignia Poster—87-36

Enlisted Pay Folder—85-776

Pick Your Vocational Training—810-222

Soldier Die-Cut, 21" Summer and Winter

Sorry I Missed You Recruiter Calling Card—91-48

MOS Chart (small)—LB-507 Rev

MOS Folder—810-166

Male Enlisted Direct Mail Piece—810-202

May I Extend My Hand To You—83-600

Take Ten—611-162

The World Is Waiting pamphlet—89-112

Fact Sheet For New MOS Options—93-128

Choose-It-Yourself, 24-sheet billboard poster—810-224

USARADCOM Option Folder—83-618

(For Educational Counselors)

Helping Youth Face The Facts of Military Life—810-192

(For High School Students)

Straight Talk About Staying In School—87-62

(Facts On Continuing Education While In Service)

The Army and Your Education—810-196

(For High School Graduates)

Special For High School Graduates And Seniors Only—810-204

Be A Graduate Specialist, 11 x 14 car card—812-278

Be A Graduate Specialist, 24-sheet billboard poster—812-274

(Options—Non-Prior Service)

Army Security Agency Option Folder—81-462



Pathway to Maturity—75-510

What Are Your Son's Chances Of Making Good?—810-210

### Women's Army Corps Materials

WAC Die-Cut, 21" Summer

WAC Enlisted, direct mail piece—C-32

Executives Wanted, WAC Officer—LB-476-Rev

Women's Army Corps—810-216

The World Is Yours—810-220

Your Ticket To World Travel—LB-327-Rev 1R1

Preview—810-212

After Graduation Make Your Dreams Come True—710-226

Choose Your Job—84-662

Careers For Women In The Armed Forces (DACOWITS)

(There is a generous supply of this last item on hand for immediate requisitioning)

### Reenlistment Publicity Materials

RE-UP Army Bumper Stickers—710-248

Replacement Cards for RE-UP Interview Guide—LB-418 Rev

RE-UP Army Vehicle Decal—92-88

90-Day Wondering—handout—810-168

Career Counselor, 11 x 14 window card without easels—83-632

(The following items have been shipped on a pro rata basis to all RMS's and career counselors. This was on initial distribution as far as the RMS's were concerned. These items are to be used only in their prior service programs. They should not be used in any non-prior service program. This distribution has exhausted the supply.)

Guided Missile or Special Weapons Training—89-110

Direct Assignment To Army School Of Your Choice—86-4

Advance Through Army Training—87-32

### Army Reserve Publication

Learning Today, Leading Tomorrow—811-270

This publication is an Army Reserve item and may be obtained by writing to Chief, Reserve & ROTC Affairs, DA, Washington 25, D. C., Attn: Information Office.

### Reenlistment Publicity Changes

Effective in February 1960, career counselors can look for a new approach to the popular "Did You Know?" series of posters. The February 1960 "Did You Know?" will appear only in the 11 x 14 inch size, printed on coated paper stock. Eliminated will be the 17 x 25 inch Camden frame poster in this series and the 11 x 14 inch window card with easel back.

On order are 10,000 permanent frames in the 11 x 14 inch size to replace the easel back "Did You Know?" posters. Distribution of the frames will be completed prior to distribution of the February 1960 poster. Career counselors will be furnished a generous supply of the 11 x 14 inch posters for filling the frames and posting on bulletin boards.

The 17 x 25 inch "Did You Know?" posters will be replaced by a new reenlistment poster series, more adaptable to Camden frame readership, to be announced in the near future.

Career counselors are urged to "get behind" the full color "Did You Know?" advertisement appearing in the American Armed Forces Features.

This advertisement is contained in the 8-page comic supplement, and is available free to all post newspapers.

Career counselors and information officers should check with their local post newspapers and see if they know about this free deal. Editors may contact the W. B. Bradbury Co., 219 East 44th Street, New York 17, New York, for full details. See AR 355-5 which authorizes any Service newspaper to use this feature.

## Radio

### Transcribed Weekly Programs

#### Army Bandstand—

This is a very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry. Tunes and talent appearing on September's programs are:

*Program 65* for release week of September 7 features the U. S. Army Band Orchestra. Selections include *Sweet Georgia Brown*, *Dark Eyes*, *Bayou* and *For Dancers Only*.

*Program 66* for release week of September 14 features the music of the U. S. Army Band Orchestra. Musical selections include *Rue De La Paix*, *Mexican Madness*, *Fiddles and Bows* and *For All We Know*.

The U. S. Army Band is featured on *Program 67* for release week of September 21. The Orchestra under the direction of Major Hugh Curry plays *Mexicali Rose*, *Lush Life*, and *I Hadn't Anyone 'Till You*.

The music of the U. S. Army Band Orchestra is featured on *Program 68* for release week of September 28. Selections include *Poinciana*, *South*, *Just Friends* and *Claire's Tune*.

#### Country Style, U. S. A.—

Some of the top-notch Country and Western artists appear this month on this weekly transcribed series. The program continues to be one of the most popular transcribed shows produced by the Recruiting Publicity Center and is currently broadcast by 1,956 stations. The talent for the month of September includes Bob Hardy, Mac Wiseman, Faron Young and Roy Drusky.

*Program 212* for release week of September 7 features Bob Hardy with guests Earl Hoover, Darlene Wright and Ralph Pearce. Bob sings *Nearly Lose Your Mind*. Earl Hoover sings *Blue Grass Skirt* and *You're The Angel Of My Dreams* and Ralph Pearce does an instrumental called *Remington Ride*. Darlene Wright sings *Waltzing With The Blues* and *Left, Right, Out Of Your Heart* and Bob and Darlene close the show with *Whispering Hope*.

*Program 213* for release week of September 14 features Mac Wiseman with guest Joan Hager. Mac sings *The Preacher And The Bear*, *Wildwood Flower* and a medley of *Wildfire*, *Shackles and Chains* and *Love Letters In The Sand*. Joan sings *You're No Longer Mine*.

*Program 214* for release week of September 21 features Faron Young with guests The Jordanares. Faron sings *Garden Of Prayer*, *I Know Who Holds Tomorrow* and *Old Enough To Die*. The Jordanares sing *In That Great Gettin' Up Morning*.

*Program 215* for release week of September 28 features Roy Drusky with guest Dell Wood. Roy sings *Hillbilly Fever*, *Our Church*, *Your Wedding* and *Precious Memories*. Dell does a piano solo on *Queenie Of The Town*.

#### Steve Lawrence Show—

This new transcribed show is gaining in popularity every day and is now being broadcast over 950 radio stations with more requests coming in each day.

The program features the song stylings of Pvt Steve Lawrence who also spins hit tunes of the day and visits with prominent

(Continued on page 22)



## Publicity Props (Cont'd)

guests such as Eydie Gorme, Crosby Brothers, Hi Lo's, etc. These shows are keyed to the teen-age audience in your area with popular songs and popular guests. This series is distributed in a package of 14 shows per delivery for ease in programming. The second set of 14 shows is now being recorded for distribution and as soon as they have been pressed will be delivered to radio stations. This brings the total to 28 Steve Lawrence Shows.

### *Army Hour* —

Brochures and tapes of this radio show have been bicycled through the First and Second Army areas and are now in the Third Army area. They will probably be forwarded to the Fourth Army area this month.

### Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

### *At Ease* —

Saturdays 1835—1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace.

### *Songs By Steve Lawrence* —

Saturdays 1130—1200. (New York broadcast from 2000—2030 hours.) Aired over the Columbia Broadcasting System Network on Saturdays and featuring songs by Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Maj Hugh Curry.

### *Army Hour* —

A regular Mutual Network program on a public service basis. This program is heard in the United States over the Mutual Broadcasting System plus an additional 50 independent stations. It is also broadcast overseas via AFRTS. This weekly radio series is produced by the Radio-TV Branch; Troop Information Division.

## Television

### *Command Performance* —

This weekly television program will commence sometime this month with a wide coverage of the Nation. Check your local television stations for broadcast time period in your area. The starting list and times of programming of TV stations will be published in October after all of the programming schedules become firm.

## Films

### Signal Corps

Army motion picture films covering subjects from "Communism" to "Ranger Training" to "Nike—For Defense of America," are now available at Central Film Exchanges for loan to civilian groups.

The films may be borrowed by civic, fraternal, community, business, trade, professional and other groups and institutions for public, non-profit exhibition. There is no rental fee; borrowers are requested to pay return postal charges only.

## Army Exhibit Unit Itinerary—Fall Tours

The itinerary of the Army Exhibit Unit, Cameron Station, Virginia, a function of the Chief of Information, is shown below. This will be considered the fair and exhibition season tour of

the different units. For any information on the tour of this Unit's exhibits, address the *U. S. Army Exhibit Unit, Cameron Station, Virginia.*

### Cavalcade of Progress (Trailer)

Utah State Fair, Salt Lake City, Utah	11-20 Sept.
Texas-Oklahoma Fair, Iowa Park, Tex.	28 Sept.-3 Oct.
Eastern New Mexico State Fair, Roswell, N.M.	8-12 Oct.
Southeastern Coastal Fair, Savannah, Ga.	2-7 Nov.
Greater Jacksonville A&I Fair, Jacksonville, Fla.	12-21 Nov.

### Pentomic Army (STRAC) #1

Ohio State Fair, Columbus, Ohio	28 Aug.-4 Sept.
Alabama State Fair, Birmingham, Ala.	5-10 Oct.
St. Tammy Parish Fair, Covington, La.	16-19 Oct.
Louisiana State Fair, Shreveport, La.	24 Oct.-1 Nov.

### Pentomic Army (STRAC) #2

Oregon State Fair, Salem, Ore.	5-12 Sept.
Washoe County Fair, Reno, Nev.	17-20 Sept.
AK-SAR-BEN Stock & Rodeo Show, Omaha, Neb.	27-29 Sept.
Mississippi—Alabama State Fair, Meridian, Miss.	12-17 Oct.
South Texas State Fair, Beaumont, Tex.	22-31 Oct.

### Pentomic Army (STRAC) #3

West Texas Fair, Abilene, Tex.	12-19 Sept.
Tri-State Fair, Amarillo, Tex.	21-26 Sept.
Arkansas Livestock Exposition, Little Rock, Ark.	5-10 Oct.

### U. S. Army Historical Exhibit

Oregon Centennial, Portland, Ore.	10 June-7 Sept.
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### Nuclear Power Exhibit

Minnesota State Fair, St. Paul, Minn.	29 Aug.-7 Sept.
Tennessee Valley A&I Fair, Knoxville, Tenn.	14-19 Sept.
South Alabama Fair, Montgomery, Ala.	12-17 Oct.
Pensacola Interstate Fair, Pensacola, Fla.	19-25 Oct.

### Missiles Exhibit #1

East Texas Fair, Tyler, Tex.	12-19 Sept.
Roanoke Index '59, Roanoke, Va.	30 Sept.-3 Oct.
Washington Parish Fair, Franklinton, La.	7-9 Oct.
North Florida Fair, Tallahassee, Fla.	27-31 Oct.

### Missiles Exhibit #2

Rutland Fair, Rutland, Vt.	7-12 Sept.
Preston County Buckwheat Festival, Kingwood W. Va.	24-26 Sept.
Mountain State Forest Festival, Elkins, W. Va.	30 Sept.-3 Oct.
Winston-Salem Fair, Winston-Salem, N. C.	6-10 Oct.

### This Is The Army Exhibit #1

Michigan State Fair, Detroit, Mich.	4-13 Sept.
Oklahoma State Fair, Oklahoma City, Okla.	19-26 Sept.
State Fair of Texas, Dallas, Tex.	8-25 Oct.

### This Is The Army Exhibit #2

Iowa State Fair, Des Moines, Iowa	28 Aug.-6 Sept.
Los Angeles County Fair, Pomona, Calif.	18 Sept.-4 Oct.
North Carolina State Fair, Raleigh, N. C.	13-17 Oct.

### This Is The Army Exhibit #3

Indiana State Fair, Indianapolis, Ind.	2-10 Sept.
Four States Fair & Rodeo, Texarkana, Tex.	14-19 Sept.
New Mexico State Fair, Albuquerque, N. M.	26 Sept.-4 Oct.
Greater Gulf State Fair, Mobile, Ala.	19-24 Oct.



New ideas for pictures in the Army's BIG PICTURE TV series are sometimes the scarcest commodity, but nevertheless, there are new filmed episodes being readied for release during the 1959-60 season.

As previously reported in the June issue of the RECRUITING Journal, "Nike Hercules—A Reality," will be the first release in the new 39-program series beginning this month. Numbered TV-439, this telementary is worthy of maximum promotion at local levels since it deals with America's only missile system which has become an operational reality.

The line-up of programming with distribution being made through the Central Film and Equipment Exchanges is listed below for recruiters' information and guidance:

## A Look Into The Future Of THE BIG PICTURE

TV-439 Nike Hercules—A Reality  
TV-440 The Quartermaster Story  
TV-441 Battle For New Guinea  
TV-442 This Is Fort Monmouth  
TV-443 West Point Summer Cadet Training

TV-444 The Pershing Story  
TV-445 Summer Storm  
TV-446 Winter War  
TV-447 War's End

Additional film projects in production for THE BIG PICTURE, but not as yet completed and ready for distribution, include:

History of the Signal Corps  
Pentomic Reserves  
Washington Soldier  
Look Toward Tomorrow  
Airborne Soldier  
Army Medical Story  
Operation Discovery  
The National Guard Story  
Engineer Re-supply and Industry  
The Ordnance Arsenal System  
Tenth, Special Forces  
Army Participation in IGY  
Ranger Story  
The Cape Canaveral Story

"The Quartermaster Story," which will be furnished the Central Film and Equipment Exchanges this month, is an examination into the research and engineering program of the Quartermaster Corps. It

is a program designed to meet the problems posed by modern warfare—a program which is continuously affecting the way all of us live. Food for the space age is shown—a chicken dinner or a fruit dessert which tomorrow's space man will eat through his space helmet—squeezing it out like toothpaste. Large or small, products of Quartermaster research are designed to provide the soldier with the right food, clothing supplies, and equipment—wherever he may be sent. In short, there is no organization quite like the Quartermaster Corps of the Army whose responsibility includes even the design of uniforms, insignia and our American flag.

This episode will have particular appeal for the younger members of the TV household as well as parents who recognize

tradition as an integral part of our way of living.

The third program in the new series, "Battle For New Guinea," follows the theme expressed by the Commanding General of the Continental Army Command—the foot soldier cannot be replaced by "anything that fissions, flies, or floats." The film broadens the viewers' perspective of the role of the infantryman, and his importance to the defense of our country. Though the story revolves around a battle of World War II in the Pacific area, the film becomes a penetrating insight into the soldier's importance today, and in the foreseeable future.

Water and mud were the things that dominated the lives of the infantrymen in New Guinea, second largest island in the world, situated directly north of Australia. But as the GIs expressed it, and as explained in this dramatic combat documentary, "There were months at a time when the rain fell every day, until after awhile we didn't even notice we were wet. We lived with it all day and bedded down in it at night." To the veteran who saw service in the Pacific, mud will always be associated with New Guinea.

The basis for telling the story of New Guinea is to point up the importance of the two-week Army Reserve training at summer camp where young men are made

aware of their role in the Nation's Defense Establishment.

The fourth release, "West Point Summer Cadet Training," takes place at Camp Buckner, New York, where each year cadets of the United States Military Academy who have just finished their "plebe" year, engage in a program of planned military activities. THE BIG PICTURE cameras show viewers a typical summer training period at Camp Buckner where, amid the waters and woodlands of New York State, men of West Point gain valuable field experience which will help make them better officers. Rugged training of cadets during the 10-week period is climaxed by exciting obstacle course footage. Contrasting scenes include coverage of recreational activities.

With the assignment of THE BIG PICTURE series to the Troop Information Division of the Office of the Chief of Information, Army radio and television activities have joined in a coordinated effort to increase their audiences. A recent example is the production "Washington Soldier," being filmed around the assignment of a young soldier to Headquarters Company, United States Army, for duty in the Pentagon. In this instance, both the TV series and THE ARMY HOUR, produced for radio, cover the same subject material to double the impact on audiences in the United States and overseas through the facilities of the Armed Forces Radio and Television outlets.

Further, the two personalities associated with the radio and TV productions, Sergeants Queen and Cosgrove expect to make more frequent "grass roots" trips to add local interest to the show. While on leave in July, Sgt Queen spent a day visiting local TV stations in Denver where THE BIG PICTURE has three showings every week-end including the ABC-TV Network showing at 8 P.M. local time on Saturday nights. He was accompanied by the Recruiting Publicity Supervisor of the Denver Recruiting Main Station, SFC Kenneth Malone. Although only a handshaking operation in Denver, the visit to KOA-TV and KBTB by the two sergeants was well appreciated by station representatives. KOA-TV and Sergeant Malone will be remembered by Journal readers for their cooperation and participation in the "Mister Army" film made for THE BIG PICTURE.

Effective the first week of September, ABC-TV Network will program THE BIG PICTURE for nine weeks on Wednesdays instead of Saturdays, at 7:30 P.M. out of Chicago and Los Angeles.



# What Kind Of Window Displays Get The Best Results?

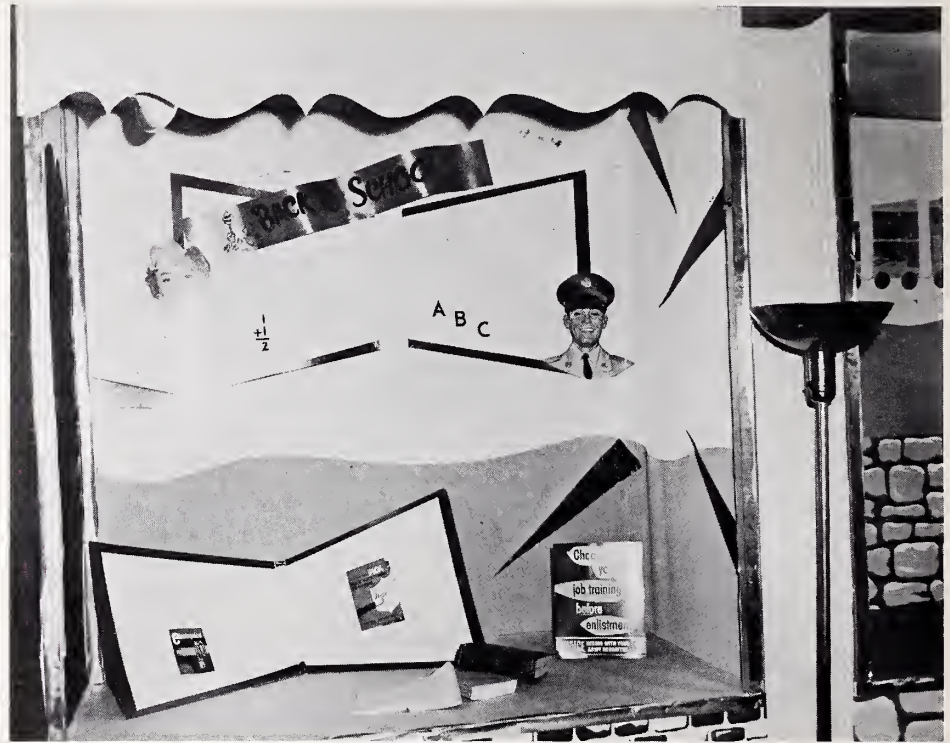
UNIVERSITY OF FLORIDA



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**FLARE**

This one? It should be back on the job because. . . "Getting Ready For The Fall School Program" is a must beginning this month. This display consists of Sho-Card board, colored corrugated paper, heads of male and female die-cuts, several text books and an Army window poster.



Or this one? For those who are not returning to school. . . By using an Army travel display poster the display becomes simple but effective. The display consists of stonewall corrugated paper, colored corrugated paper and newspaper photos depicting various countryside scenes cut in the shape of a "Choo-Choo" train.

Both displays designed by MSgt Michael Feren, First U. S. Army Recruiting District artison.